

The True Northerner.

PAW PAW, MICHIGAN

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OUR FLAG
"Liberty and Union, Now and Forever, One and Inseparable."

SEVEN POINTS ABOUT REGISTRATION.

1. There is only ONE day for registration, June 5th, 1917.
2. Every male resident of the United States who has reached his 21st and has not reached his 31st birthday must register on the day set, June 5th, 1917. The only exceptions are officers and enlisted men in the regular army, the navy, the marine corps, and the national guard and naval militia while in the service of the United States and the officers in the officers' reserve corps and enlisted men in the enlisted reserve corps while in active service.
3. Registration is distinct from Draft. No matter just what claim you have for exemption, you must register.
4. Registration is a public DUTY. For those not responsive to the sense of this duty, the penalty of imprisonment, not fine, is provided in the Draft Act.
5. Those who through sickness shall be unable to register should cause a representative to apply to the county or city clerk for a copy of the registration card. The clerk will give instructions as to how this card should be filled out. The card should then be mailed by the sick person, or delivered by his agent, to the registrar of his voting precinct. The sick person will enclose a self addressed stamped envelope for the return of his registration certificate.
6. Any person who expects to be absent from his voting precinct on Registration Day should apply as soon as practicable for a registration card to the county clerk of the county where he may be stopping, or if he is in a city of over 30,000, to the city clerk. The clerk will record the answers on a card and turn it over to the absentee. The absentee should mail this card to the registrar of his home voting precinct so that it will reach that official on Registration Day. A self-addressed stamped envelope should be enclosed with the card to insure the return to the absentee of a registration certificate.
7. Registration booths will be open from 7:00 A. M. until 9:00 P. M. on Registration Day, June 5th, 1917.

Stores will Close Tuesday, June 5 At 9:30 a. m.

IN COMPLIANCE WITH THE REQUEST OF PRESIDENT WILSON AND GOVERNOR SLEEPER THAT BUSINESS BE SUSPENDED ON REGISTRATION DAY, AND IN KEEPING WITH THE SPIRIT OF THE DAY ALL PLACES OF BUSINESS WILL CLOSE AT 9:30 O'CLOCK FOR THE BALANCE OF THE DAY.

PSYCHOLOGY IN BUSINESS.

Written by Nora McFarlin Culver and read before the Longfellow club of Lawrence.

A few fundamental principles which modern Psychology has reached will put us in a reasonable attitude toward this subject. Psychology is toward this subject.

Psychology is defined as the study of the nature, properties, and operations of the human soul. And what is the soul? The soul is the moral and emotional part of man's nature, the seat of the sentiments and feelings, or the spirit, courage or grandeur or any noble manifestation of the heart or moral nature. Hence Psychology in business must mean the moral aim in business. We already know something of inter-velation of body, mind and soul. We are beginning to understand that the moral nature is governed by the same laws as the physical and intellectual natures. The soul is fed and nourished by ideals and grows by the exercise of its functions, just as the body grows. Now, what are the ideals that nourish the soul, and how are they received? Truth, love, justice, order, beauty, harmony and purity, they are assimilated by love, and desire, and enter into the heart to build up character, which is the result of soul growth. If we form a habit of envy, hatred, malice and all uncharitableness, we become incapable of apprehending, or assimilating the ideal of love, and so we grow backward and downward and become selfish and forfeit the promise of soul growth. "Whatever things are lovely, think on these things." I am glad of an opportunity to say a few kind words for business. We can all remember the time when the magazines and newspapers, and reformers, had filled our minds with so much distressing information concerning business meth-

ods, that we hardly knew whether this world was a safe place to live in or not. We looked askance on every man who had accumulated a fortune. We felt that something was dark and bad in his past somewhere. I remember reading about the United States Senate. There was so-and-so from Texas,—the Oil Trust owned him. There was so-and-so from Wisconsin, the Railroads owned him. And so on, all there through some unholy alliance. All city governments were corrupt. All laws were passed from evil motives, all business was yoked together in a vast unseen network, formed and fostered to exploit the nation. A business man was a being without a conscience, like a slot machine—you gave him a nickel and he gave you a nickel's worth of goods. If he took your nickel and gave you nothing in return, he was a successful business man.

All this criticism of business did some good, but we have come to realize that it overplayed its hand. The greatest force for righteousness in the United States today is nothing more or less than the once maligned business. Certainly business is the greatest force in America working for temperance. The young men of half a century ago were pretty heavy drinkers. The young men of today have given up drink, not because they were argued into it or scared into it, but because they know it destroys their efficiency, and cripples their progress in business. Business is the greatest ally and promoter of honesty. Business has taught that honesty is the best policy, and millions of young men have been made better citizens, by first being made better business men. If we get to the top of a great business enterprise, nine times out of ten we will find an idealist. We will find a man who has long ceased to be interested in mere money making, who is staying in business because of what he wants his business to do for his employees, his community and his country. The time is past when the young man who goes into business needs to feel that he is making a selfish choice—A choice that cuts him off from service to his fellow men. "Be not slothful in business" says Saint Paul. Many a man building a big business in America has as a by-product of his building strengthened the characters, and lifted the ideals of hundreds of his associates and helped in the regeneration of a whole community.

Perhaps Henry Ford is the best example of this class, but Michigan furnishes many others. When it was announced that Charles E. Johnson of Muskegon would become president and general manager of the Universal Valveless Four-cycle Motor Company, hundreds in his own home town, rushed to invest their savings in the company and the stock set aside to be sold at par was immediately heavily oversubscribed. When a man makes good to that extent that his own people, those he knows as a man, and not as a name to which distance lends enchantment,—follow him to the limit of their means and invest thousands of dollars on his judgment and his reputation as a man, that man stands for something.

What a wonderful thrill of pleasure it must give a man to know that a whole city—his own city—stands solidly behind him, because he has made good as a man, as well as in a business way, and the number of such men, the idealists of business in America is increasing very fast. But in discussing Psychology in Business we must reckon with the women folks also, especially the "Mothers"—It is an interesting thing to remember that the whole process of evolution has been devoted to one single accom-

Continued next week.

Queen Quality and Boston Favorite Shoes for Women

Walk-Over and Florshe Shoes for Men

W. R. Sellick

Quality, Then Price.

Buster Brown Shoes for Boys and Girls

Specials for Saturday

Women's White Dress Skirts, 98c
Wirthmore Waists in new models \$1.00
Ladies' White Lisle Hose 29c
Women's Muslin Slip-over Gowns, 79c and.... 98c
Women's White Canvas Shoes, low and high heels..... 2.98
Women's House Dresses, 89c and 1.19

All \$15.00 Spring Coats reduced to \$10.98

All 13.50 " " " " 9.75

All 12.50 " " " " 8.50

20c Huck Towels 15c
Best 36-in. Percales 18c

We advise buying Percales now, as they are surely going to 25 cents

White Chamosette Gloves, 50c and 59c
White Silk Gloves, 59c, 85c and 1.00
Best Dress Gingham 15c
Children's White Canvas Baby Doll Strap Sandals, \$1.00 and 1.25
Crepe de Chene and Georgette Crepe in all leading colors, \$1.25 and 1.60
Royal Worcester Corsets 1.00
Gossard Corsets, \$2.00 and 3.00

Groceries

Meats

WARNER

Strawberries

New Potatoes

Green Onions

Pineapples

Cucumbers

Asparagus

Fresh Lake Trout and Whitefish

SATURDAY ONLY

11 pounds H & E Sugar for \$1.00
25 pounds Lily White Flour 1.88
25 pounds Bixota Flour 1.98
25 pounds Pillsbury Spring Wheat XXXX 1.98

CASH PAID FOR EGGS

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Paw Paw, Michigan